

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Festival on the Green Subcommittee
Monday, June 14, 2010
Partnership Offices
1244 Storrs Road (Storrs Commons)
(860) 429-2740
5:00 p.m.
Minutes**

Present: Kim Bova, Ashley Fraser, Jim Hintz, and Deb McCracken

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to order

Kathleen Paterson called the meeting to order at 5:07 pm in Chair Betsy Paterson's absence.

2. Public comment

There was no public comment.

3. Minutes

Ashley Fraser moved to approve the Minutes from May 17, 2010.

Kim Bova seconded the motion.

The Minutes were approved.

4. Review Task List

Advertising: Ms. Fraser shared a draft of the *Festival* flyer and asked for feedback.

Ms. Paterson recalled a discussion about removing the schedule for Celebrate Mansfield Weekend (CMW) from the flyer and focusing the piece on the *Festival*. She noted that a separate brochure would be made for CMW.

Ms. Bova suggested adding one or three photos to the flyer.

Ms. Paterson will send a few photos to Ms. Fraser [Done].

Cynthia van Zelm explained the changes to the Mansfield Parks and Recreation brochure and said she would let Ms. Fraser know of any changes to the deadlines once she knows them.

Ms. Paterson reported that the *Festival* website has been updated and a page for the Juried Art Show has been added. She said that more updates will be made as planning progresses.

Art: Ms. Paterson reported that the Call to Artists, Prospectus, and Application had been mailed to Mansfield artists and past participants. She said that a press release had been submitted to local media outlets but it had not yet been published.

Ms. Fraser suggested that the press release be sent directly to Joe Muro [**Done – release appeared in ReminderNews June 18**].

Ms. van Zelm suggested that Ms. Paterson submit the release to *The Hartford Courant* iTowns [**Done**].

Ms. Bova said that she had reserved the Community Center display case for the Art Show winners.

Music: Ms. van Zelm explained that she had been contacted by Curves Mansfield, who would like to do a fashion show at the *Festival* along with Fashion Bug (in the Eastbrook Mall). Ms. van Zelm said that she reviewed the idea with Bruce John; he thought it could fit in the local performances block.

Jim Hintz asked if the ballroom dancing suggestion from the previous meeting was in reference to the Parade or to the performances.

Ms. Paterson replied that it was for the stage and added she did not see a problem with having them in the Parade, too.

Mr. Hintz confirmed that he is now looking for one UConn group to perform. He said he would follow-up with suggested groups first and then turn to the list of all performing groups. He noted that Barry Schreier had reached out to the campus improv group.

Parade: Ms. Paterson said that she is working on the flyer for the Parade and that Jorgensen will be participating in the parade for the first time.

Mr. Hintz asked if anyone had followed up with the request for the Grand Marshals. **He will contact Athletics to discuss the Parade and other planning.**

Ms. Paterson commented that the sooner a decision is made on the Grand Marshals the better because then it can be used in recruiting participants and attracting a crowd.

Ms. van Zelm will contact Neil Moynihan to discuss the possibility of having the EO Smith girls basketball team in the Parade.

Set-up: Ms. van Zelm reported that Natalie Miniutti will work with Kristin Schwab on set-up this year and then will transition into doing it herself next year.

Sponsors: Ms. van Zelm reported that, to date, \$2,345 had been received from sponsors, including the UConn Co-op and Kahan, Kerensky, & Capossela as Landmark Sponsors. **Ms. van Zelm will follow-up the sponsor letters with phone calls [in process].**

Vendors: Ms. Paterson reported that she had emailed all of the 2009 vendors with the information for this year. Thus far, the confirmed vendors are: Ballard Institute and Museum of Puppetry; Community School of the Arts; Jorgensen Center for Performing Arts; Mansfield Fire Fighters; Storrs Regional FFA; Storrs Drug; and Curves Mansfield.

Ms. Paterson noted that the deadline for vendors to sign up is August 13. **She will make follow-up phone calls to past vendors.** Ms. Paterson asked the committee for any suggestions and noted that the application is now on the website.

Children's: After some discussion, the sub-committee decided that a separate category for Children's activities was no longer needed because the vendors host most of the activities for children.

Ms. Paterson will change that for the Task List for 2011.

Food: Ms. Paterson said that the initial letters had been sent to all Mansfield restaurants with a deadline of July 5 to request a vendor packet. Four restaurants have requested their packets: Dominos; Jao Praya Thai Cuisine; Jack Rabbit's; and Wing Express. She noted that the Mansfield Lions Club would prefer not to do a food booth this year, but they may be interested in participating in the *Festival*.

5. Review Day of Schedule of Events

Ms. Paterson said that she has not been able to reach Hire A Pony! for the pony rides. She said her plan is to contact Storrs Regional FFA for suggestions if she does not hear back from Hire A Pony! soon.

Deb McCracken volunteered to assist Ms. Paterson with the veggie art contest. **Ms. Paterson will contact Ms. McCracken to discuss the contest prior to the next meeting.**

Ms. Paterson asked the committee if they would like to have the sidewalk drawing judged as a contest (last done in 2007).

Ms. Fraser said it should be a contest because that makes it more special for the children than drawing at home.

Ms. Bova agreed and said that it had been a popular and fun activity.

Ms. Fraser suggested having the prizes be for things like "Best Use of Color" or "Most Imaginative."

Ms. Paterson agreed and said that the same prize could be awarded for each category.

Ms. van Zelm will ask Partnership Board members to volunteer as judges for the contest.

Ms. Paterson will add judging the two contests to the schedule and the prize list.

6. Celebrate Mansfield Weekend Update

Ms. Paterson reported that she spoke with Sara-Ann Chainé about Picnicpalooza! Ms. Chainé would prefer not to have any food vendors at the event and to emphasize the picnic aspect in all of the promotional materials. Ms. Paterson said that she and Ms. Chainé had also discussed the music for the event and would like to recommend asking the Flamingos to perform.

Mr. Hintz explained that all of the UConn items for Know Your Towns Fair will be going through his office. He volunteered to participate in the Wayne Norman show to promote the events with Ms. van Zelm, if needed.

Ms. Paterson said that she is drafting the Vintage Mansfield invitation.

Mr. Hintz asked for more information about the guided tour through the Moss Sanctuary and suggested that a more descriptive name would be helpful.

Ms. Paterson will speak to Jennifer Kaufman about the event [Done].

Ms. Paterson will send an email to Ms. Bova and Michael Allison to schedule a time to review the art submissions [Done].

7. Other

Ms. Paterson shared the 2010 CT Main Street Award of Excellence for Special Event with the sub-committee and thanked them all for their hard work and enthusiasm.

Mr. Hintz suggested displaying the award at the Partnership table during the *Festival*.

9. Adjourn

The meeting adjourned at 6:10 pm.

Minutes prepared by Kathleen M. Paterson